



Rep Order# 6832103 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104469 Printed: 08/02/2012 9:08 AM  
EC'd Yes Last Received: 07/18/2012 4:01 PM

Showing Buylines: All Lines

2 of 7

Station	KSNV-TV LAS VEGAS, NV.		Agency ( ) GMMB		Rep Firm	
Advertiser	( ) HORSFORD FOR CONGRE		3050 K ST NW		Sales Office ( ) PHILADELPHIA	
Product	HORSFORD 4 CONG		WASHINGTON, DC 20007		Salesperson ( ) AMY MCCREARY	
Estimate#	1366		Agency C/P/I/P2/E		Salesperson Phone#	
Buyer	JESSE DEMASIRE		115/122/1366		215-568-6540	
Phone#			Flight Dates		215-568-1845	
Fax#			Hiatus Weeks		Salesperson FAX#	
LT	In	Day	Time	Program	Spots/Week	# of Weeks
					Total Spots	Total Cost
					Daypart	
11	M	9A-10A			:30	\$150.00
					10/29-10/29	1
						1
						1
						\$150.00
12	M	10A-11A			:30	\$100.00
					10/29-10/29	1
						1
						\$100.00
13	TU-F	10A-11A			:30	\$100.00
					10/23-10/26	5
						1
						5
						\$500.00
14	TU-F	11A-12P			:30	\$100.00
					10/23-10/26	5
						1
						5
						\$500.00
15	M	11A-12P			:30	\$100.00
					10/29-10/29	2
						1
						2
						\$200.00
16	M	12P-1230P			:30	\$125.00
					10/29-10/29	1
						1
						1
						\$125.00
17	TU-F	12P-1230P			:30	\$125.00
					10/23-10/26	5
						1
						5
						\$625.00
18	TU-F	2P-3P			:30	\$100.00
					10/23-10/26	5
						1
						5
						\$500.00
19	M	2P-3P			:30	\$100.00
					10/29-10/29	1
						1
						\$100.00
20	SU	9A-930A			:30	\$125.00
					10/28-10/28	1
						1
						\$125.00
21	TU-F	3P-4P			:30	\$150.00
					10/23-10/26	5
						1
						5
						\$750.00

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) HORSFORD FOR CONGRE  
Product HORSFORD 4 CONG  
Estimate# 1366  
Buyer JESSE DEMASIRIE  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 115/122/1366  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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22	M		3P-4P	Buyline Comment: PHIL	:30	\$150.00	10/29-10/29	2	1	2	\$300.00	
23	M		4P-430P	Buyline Comment: NEWS	:30	\$175.00	10/29-10/29	2	1	2	\$350.00	
24	TU-F		4P-430P	Buyline Comment: NEWS	:30	\$175.00	10/23-10/26	4	1	4	\$700.00	
25	TU-F		430P-5P	Buyline Comment: NEWS	:30	\$175.00	10/23-10/26	5	1	5	\$875.00	
26	M		430P-5P	Buyline Comment: NEWS	:30	\$175.00	10/29-10/29	1	1	1	\$175.00	
27	M		5P-630P	Buyline Comment: NEWS	:30	\$265.00	10/29-10/29	1	1	1	\$265.00	
28	TU-F		5P-630P	Buyline Comment: NEWS	:30	\$265.00	10/23-10/26	8	1	8	\$2,120.00	
29	TU-F		630P-7P	Buyline Comment: JEP	:30	\$260.00	10/23-10/26	4	1	4	\$1,040.00	
30	M		630P-7P	Buyline Comment: JEP	:30	\$260.00	10/29-10/29	1	1	1	\$260.00	
31	M		7P-730P	Buyline Comment: WHEEL	:30	\$260.00	10/29-10/29	1	1	1	\$260.00	
32	TU-F		7P-730P	Buyline Comment: WHEEL	:30	\$260.00	10/23-10/26	4	1	4	\$1,040.00	

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) HORSFORD FOR CONGRE

Product HORSFORD 4 CONG

Estimate# 1366

Buyer JESSE DEMASIRIE

Phone# Fax#

LT

Ln

Day

Time

Program

Len

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart

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Agency ( ) GMMB 3050 K ST NW

Agency C/P/I/P/Z/E WASHINGTON, DC 20007 115/122/1366

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm ( ) PHILADELPHIA

Sales Office ( ) AMY MCCREARY

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

34 SA 7P-730P

Buyline Comment: WHEEL

:30 \$175.00 10/27-10/27 1 1 1 1 \$175.00

35 M 10P-11P

Buyline Comment: REVOLUTION

:30 \$1,000.00 10/29-10/29 1 1 1 1 \$1,000.00

36 TU 10P-11P

Buyline Comment: PARENTHOOD

:30 \$900.00 10/23-10/23 1 1 1 1 \$900.00

37 TH 10P-11P

Buyline Comment: ROCK CENTER

:30 \$950.00 10/25-10/25 1 1 1 1 \$950.00

38 F 10P-11P

Buyline Comment: DLINE

:30 \$1,000.00 10/26-10/26 1 1 1 1 \$1,000.00

39 SA 10P-11P

Buyline Comment: SVU

:30 \$500.00 10/27-10/27 1 1 1 1 \$500.00

40 SU 10P-11P

Buyline Comment: L&amp;O AFTER NFL

:30 \$350.00 10/28-10/28 1 1 1 1 \$350.00

41 TU-F 11P-1135P

Buyline Comment: NEWS

:30 \$275.00 10/23-10/26 4 1 4 4 \$1,100.00

42 M 11P-1135P

Buyline Comment: NEWS

:30 \$275.00 10/29-10/29 1 1 1 1 \$275.00

43 SA 11P-1135P

Buyline Comment: NEWS

:30 \$285.00 10/27-10/27 1 1 1 1 \$285.00

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) HORSFORD FOR CONGRE  
Product HORSFORD 4 CONG

Estimate# 1366  
Buyer JESSE DEMASIRIE  
Phone#  
Fax#

LT In Day Time Program

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44 SU 11P-1135P

Buyline Comment: NEWS

45 TU-F 1135P-  
1235A  
Buyline Comment: TON SHOW

46 M 1135P-  
1235A  
Buyline Comment: TON SHOW

47 SA 1130P-1A  
Buyline Comment: SNL

48 SA 7A-9A  
Buyline Comment: SAT TODAY

49 SU 6A-7A  
Buyline Comment: NEWS

50 SU 930A-10A  
Buyline Comment: CM

51 M 8P-10P  
Buyline Comment: VOICE

52 TU 8P-10P  
Buyline Comment: BLOSER

53 W 9P-10P  
Buyline Comment: ROCK CENTER

54 W 10P-11P  
Buyline Comment: CHI FIRE

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3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P/I/P2/E 115/122/1366  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Len Rate Dates

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44 :30 \$285.00 10/28-10/28

45 :30 \$150.00 10/23-10/26

46 :30 \$150.00 10/29-10/29

47 :30 \$400.00 10/27-10/27

48 :30 \$175.00 10/27-10/27

49 :30 \$110.00 10/28-10/28

50 :30 \$175.00 10/28-10/28

51 :30 \$1,100.00 10/29-10/29

52 :30 \$950.00 10/23-10/23

53 :30 \$1,300.00 10/24-10/24

54 :30 \$1,000.00 10/24-10/24

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Spots/Week # of Total  
Weeks Spots Total Cost

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44 1 1 1 \$285.00

45 8 1 8 \$1,200.00

46 2 1 2 \$300.00

47 1 1 1 \$400.00

48 2 1 2 \$350.00

49 2 1 2 \$220.00

50 1 1 1 \$175.00

51 1 1 1 \$1,100.00

52 0 0 0 \$0.00

53 1 1 1 \$1,300.00

54 1 1 1 \$1,000.00

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) HORSFORD FOR CONGRE

Product HORSFORD 4 CONG

Estimate# 1356

Buyer JESSE DEMASTRIE

Phone#

Fax#

LT

Ln

Day

Time

Program

Ten

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart

Agency ( ) GMMB 3050 K ST NW WASHINGTON, DC 20007	Rep Firm ( ) PHILADELPHIA Sales Office ( ) AMY MCCREARY	Salesperson ( ) AMY MCCREARY
Agency C/P1/P2/E 115/122/1366	Salesperson Phone# 215-568-6540	Salesperson FAX# 215-568-1845
Flight Dates 10/23/2012 - 10/29/2012		
Hiatus Weeks		
Buyline Comment: OFFICE/UP ALL NIGHT		
56 F 9P-10P Buyline Comment: GRIMM	:30 \$750.00 10/26-10/26 1 1 1 1 \$750.00	
57 SA 8P-9P	:30 \$350.00 10/27-10/27 1 1 1 1 \$350.00	
58 SU 530P-830P Buyline Comment: NFL GAME	:30 \$4,000.00 10/28-10/28 1 1 1 1 \$4,000.00	

—REPORT TOTALS—

Report Totals: 151 / \$40,975.00

—SALES MONTHLY TOTALS—

Oct 12: 124 / \$34,435.00 Nov 12: 27 / \$6,540.00

Sales Totals: 151 / \$40,975.00

Station Totals: 151 / \$40,975.00

Lines not sent/rclnd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV	KVLY
XXXX	\$157,596	0%	0%	3%	5%	26%	15%

—COMPETITIVE COMMENTS—

NEW ORDER  
EST SHARES

Books Nov12  
Dem&S RA35+

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Advertiser	( ) HORSFORD FOR CONGRE	Last Received:	
Product	HORSFORD 4 CONG	Printed:	08/02/2012 9:08 AM
Estimate#	1366	07/18/2012 4:01 PM	
Buyer	JESSE DEMASTRIE		
Phone#			
Fax#			

Agency	( ) GMMB	Rep Firm	
	3050 K ST NW	Sales Office	( ) PHILADELPHIA
	WASHINGTON, DC 20007	Salesperson	( ) AMY MCCREARY
Agency C/P1/P2/E	115/122/1366	Flight Dates	10/23/2012 - 10/29/2012
Flight Dates		Hiatus Weeks	
Hiatus Weeks			

Salesperson Phone#	215-568-6540	Rep Firm	
Salesperson FAX#	215-568-1845	Sales Office	( ) PHILADELPHIA
		Salesperson	( ) AMY MCCREARY

--Agency Comment--  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —  
CASH IN ADVANCE